

PATENT APPLICATION

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicants: Naressi et al. Examiner: Peter Cyrus Mehravari

Serial No. 10/598,381 Art Unit: 2612

Filing Date: September 23, 2008 Atty. Docket No.: 33836.00.0098

Confirmation No.: 3352

Title: **RFID ENABLED MEDIA SYSTEM AND METHOD**

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Mail Stop Amendment  
Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450

Submitted via EFS

**AMENDMENT AND RESPONSE**

Dear Examiner Mehravari:

In response to the final Office Action mailed December 21, 2011, Applicants submit a request for continued examination and the following amendment and response:

**Amendments to Claims** begins on page 2 of this paper.

**Remarks/Arguments** begin on page 11 of this paper.